

TELANGANA UNIVERSITY
S.S.R. DEGREE COLLEGE, NIZAMABAD (C.C:5029)
VI SEMESTER INTERNAL ASSESSMENT II EXAMINATIONS
RURAL MARKETING QUESTION BANK

I. Multiple choice questions.

1. _____ refers to a plan in which a business defines its objectives related to product in order to achieve them. [a]
(a) Product Strategy (b) Product line
(c) Product Mix (d) New Product Development
2. The first "P" of rural marketing is _____. [b]
(a) Place (b) Product (c) Promotion (d) Price
3. There are _____ phases in the new product development process. [c]
(a) Six (b) Five (c) Four (d) Three
4. The _____ stage is characterized by a rapid growth in sales and profits. [b]
(a) Introduction (b) Growth (c) Maturity (d) Decline
5. According to _____ "A brand is a reason to choose". [d]
(a) Philip Kotler (b) David Ogilvy (c) Paul Biedermann (d) Cheryl Burgess
6. _____ should be economical in nature. [c]
(a) Branding (b) Labelling (c) Packaging (d) All the above
7. _____ occurs when a company lengthens its product line beyond the current range. [a]
(a) Line Stretching (b) Line Filling (c) Line Modernization (d) Line Pruning
8. _____ product is new to the market place, but not to the company which manufactures it [b]
(a) Line Filling (b) Line Extensions (c) Profits (d) Product Modification
9. _____ decisions are variable in nature. [a]
(a) Product Mix (b) Product Line (c) Product Stretch (d) Product Modification
10. An organization may sometimes _____ for managing a new product. [b]
(a) Lack of differentiation (b) Lack expertise
(c) Lack of development (d) Technical problems
11. _____ is the pricing tactic designed to meet the objectives of pricing [c]
(a) Product strategy (b) Pricing policy (c) Pricing strategy (d) Skimming policy
12. _____ is the monetary value of the product attributes paid by the customer in exchange for a product or service [a]
(a) Price (b) Goals (c) Market (d) Competition
13. In _____ strategy, different marketers selects different pricing strategies for similar products. [b]
(a) Skimming pricing (b) Differential pricing
(c) Penetration pricing (d) Psychological pricing

14. _____ are the regulators of price that facilitate retailers to overcome the pricing complexities. [c]
 (a) Product strategy (b) Pricing strategy (c) Pricing policies (d) Skimming pricing
15. The decisions taken by the management of organization regarding pricing of products and services are known as [d]
 (a) Product (b) Price (c) Product mix (d) Pricing decision
16. A channel of distribution sometimes called as _____ [a]
 (a) Trade channel (b) Trade (c) Marketing channel (d) Management channel
17. Indirect marketing channel is categorized into _____ levels. [b]
 (a) 2 (b) 4 (c) 3 (d) 5
18. In intensive distribution, the company use a large number of _____ [d]
 (a) Retailers (b) Wholesalers (c) Consumers (d) Middlemen
19. Designing a channel system requires _____ [d]
 (a) Analyzing and Establishing (b) Identifying (c) Evaluating (d) All the above
20. _____ defined retailing as all the activities involved in selling goods and services directly to final consumers for their personal non-business use. [c]
 (a) William J.Stanton (b) Prof. Alder Lee (c) Kotler (d) N.K.Malhotra

II. Fill in the blanks

1. The stages through which individual products pass through during a particular period of time is called as Product life cycle
2. According to Keller and Lehmann "Branding is all about understanding the customers mind set".
3. Product can be defined as a combination of both tangible and intangible attributes provided in the market.
4. Individual brand is also known as Product Branding or Multi-branding
5. Packaging can be defined as a process of designing and covering a product in a wrapper or in a container
6. The process of identifying a product by adding a label to it or its container is called as
7. A group of products that are closely related are known as product line
8. Product mix refers to the entire range of goods and services that a company develops and sells.
9. The process of developing a new product by the company is known as new product development
10. Product mix consistency refers to the relation of various product lines with respect to its end use, Production requirements, distribution channels etc.
11. Pricing refers to the process under which organization sets prices for its product and services for selling purpose.
12. The organizational factors which affect the pricing decisions are called as internal factors.
13. Marketing Goals is also called as pricing for results.
14. The skimming pricing method aims at high price and high profits in the introduction stage of the product.
15. Price fixing refers to an agreement wherein two or more competing firms fix or decide the price to be charged for a product.
16. Channels of distribution acts as a means for both manufacturers and sellers for distributing their products into the markets and to final consumers.

17. Direct marketing channel is also known as zero level channel
18. Distributors are the middlemen who are responsible for bringing goods to the market place.
19. CFAS stands for Carrying and forwarding agents.
20. Channel management generally includes management of all the activities which are involved in the distribution function of a firm.

III. Short Answers.

1. What is product strategy?
2. Write a short note on product mix decisions?
3. What is new product development?
4. What is product line?
5. Define branding?
6. Define Price?
7. Define Pricing?
8. What is Advertising Message?
9. Define channel of distribution?
10. What is direct marketing channel?